Permit #F00052626

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00052626 **Type of Permit:** FILMING **Release Date:** 05/18/2012

Production Company AGENT LA

Insured Company Name AGENT LA

Contact Phone No. 1 213-925-1761
Contact Phone No. 2
Fax
Address 400 Continental Blvd., 6th Floor
El Segundo, California 90245

Production Title COCA COLA

Type of Production Commercial - Internet

Producer Olga Arana

Director Olga Arana

1st AD Martha Chaput

Production Manager Martha Chaput

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Martha Chaput
Primary Phone Mobile - 310-497-5149
Secondary Phone

Location Assistant Martha Chaput
Primary Phone Mobile - 310-497-5149
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$228.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $1,464.00

Number of Locations 1

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Summary Information — Location

Permit Number F00052626
Production Company AGENT LA
Insured Company AGENT LA
Production Title COCA COLA

Location Manager Martha Chaput
Primary Phone Mobile - 310-497-5149
Secondary Phone

Location Address 5001 Rodeo Rd, Los Angeles, CA, 90016

Location Name RANCHO CIENEGA SPORTS CENTER

Location Type Park

Location Description RANCHO CIENEGA SPORTS CENTER

Film Dates 5/18/2012 - 5/18/2012 13:30 - 19:30 1 day

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document 52626, RANCHO CIENGA GUIDELINES.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Vans	2

Personnel on Location

Type	Quantity
Cast	6
Crew	19
Rec & Park Monitor required	1

Filming Activities Exterior Dialogue; Exterior establishing shots; Exterior motion without sound; Handheld equipment; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Sye Gutierrez
LOS ANGELES POLICE DEPARTMENT — Gabriel Aleman

Coordinator Note RAPG MONITOR REQUIRED:
05/18/2012, 1330-1930

Parking

Base Camp
Location Type : Other Location
933 N La Brea Ave, Los Angeles, CA, 90038

Crew Parking
Location Type : Filming Location

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Company okay to film at Rancho Cienga on track on 5/18/12 from 1:30pm to 7:30pm.
- Okay to have 3 vans, and 2 cars.
- Okay to have 6 cast and 19 crew.
- Okay to be on track only from 1:30pm to 7:30pm.
- Okay to shoot actors dancing on track.
- Company must be compliant with track field rules.
- No lights or generator permitted.
- No special effects or gunfire allowed.
- No staking into ground permitted.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines.

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- The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor.
- The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

Rancho Cienga Football/Track Field Rules

• Permit representative must inform ALL members of their organization about the Field Rules.
• No metal cleats, spikes or plastic cleats longer than ¾". Please clean footwear prior to entering the field.
• **Water Only!!!** No beverages (i.e. gatorade, sports drinks, fruit punch and etc…) are allowed on the field of play. Water bottles are ok, but please deposit them in the trash after use.
• **Absolutely No Food** (i.e. no sunflower seeds, no gum, no peanuts & etc…) **allowed on Turf/Track.** Those consuming food should not enter the turf field/track.
• No Soccer Allowed.
• Spectators must properly dispose of their trash.
• No smoking on the field.
• No pets.
• **Absolutely, no vehicles or bicycles.** Only vehicles equipped with turf tires are allowed on the field. If emergency vehicle needs to drive on the field, instruct them to turn wide and to use caution when stopping and starting..
• Absolutely no training on the turf with the exception of football.
• No furnishings on the field, tables, chairs, canopies, etc.
• No Administrative vehicles allowed in stadium.
• Absolutely, no outside locks will be permitted on stadium gates.

F-52626
AGENT LA – COCA-COLA
(RANCHO CIENGA)

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